

THE BRANDING IRON.

DEVOTED TO INDIAN AND STOCK NEWS.

VOL. I. NO. 2

ATOKA, INDIAN TERRITORY, MARCH 1, 1884.

\$1.50 PER YEAR.

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ATOKA, I. T.,

Wagonmaker

AND

Blacksmith.

Wagons and Buggies Made to Order and Repaired.

Horse Shoeing a Specialty.

Plows and Farming Implements Repaired on Short Notice.

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ATOKA, CHOCTAW NATION, IND. TER.,

MILLINER and DRESSMAKER,

New Spring Hats, Flowers, Ribbons.

Agency for

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Teams, Carriages and Saddle Horses to Let. Drummer's Outfits Always Ready for Long or Short Trips.

Atoka, - - Indian Ter.

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AND JEWELER

And Dealer in

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A Fine Line of

Cuff and Collar Buttons, Vest Chains, Ladies' Breast Pins, Bracelets, Neck and Guard Chains and Fine

SOLID GOLD RINGS.

SILVER PLATED WARE.

FIELD AND SPY GLASSES

And a Fine Line of

Spectacles and Eyeglasses,

In Any Style of Frame.

CLOCKS !!

Special Attention Given to Repairing Fine Watches.

Branding Iron,

OFFICIAL PAPER OF THE

CHOCTAW NATION.

L. H. & R. M. ROBERTS, PROPRIETORS.

ATOKA, I. T., MARCH 1, 1884.

Rates for Advertising.

One Column, one year, \$150.00.
One Square, one year, \$ 75.00.
One Square, one month, 1.50.
Ten lines of Brevier constitutes a square.

Locals, 10 Cents per line, each subsequent insertion 5 Cents.

Stock Brands published in the BRANDING IRON and the INDIAN JOURNAL for \$5.00 per year.

How the Star Store is Governed.

For the information of our customers not acquainted with us, and to better enable them to judge how we conduct our business, we beg leave to refer them to the following rules now in force at the popular Star Store:

I. The employees of this house are requested to strictly adhere to the following rules and regulations:

II. The proprietors aim to make this a first-class trading place for all and everybody, and will leave nothing undone on their part to merit the good will of their employees, and with their assistance gain the confidence of their patrons.

III. Our aim is to build up a trade by fair and honorable dealing and strictly adhere to our fundamental principles—Honesty and No Misrepresentation.

IV. It is earnestly requested of each and every salesman and saleslady to assist each other and give information as desired in a pleasant and congenial manner.

V. A department will be assigned to each employee, with a special memorandum book, stationery in the department, for the purpose of noting goods sold out of the department. Salesmen must take care of their own goods; any goods damaged by carelessness, will be charged up to the parties in charge of said department.

VI. The Dress Goods Department, the Domestic Department, the Shoe Department, the Notion Department, and the Fancy Goods Department—any one in charge of said departments are requested to see that all goods in their respective departments are properly tagged, and marked with cost and selling price attached. Any violation will subject employee to dismissal.

VII. A salesbook will be furnished each employee in which to enter all sales, and to be accompanied with the cash as reference; the duplicate for the customer.

VIII. As it is our rule to treat all customers alike, and only aiming to select A 1 trade, by so doing the proprietors are not willing to incur any risk by selling goods on credit. It is therefore requested of all employees to charge said goods sold on credit, and before allowing the goods to leave the house, the ticket must be countersigned either by Star or the bookkeeper. Any employee allowing goods to go out on trial without having the ticket countersigned, or sell goods even if only to the value of \$1, without the duplicate being countersigned, will be dismissed without further notice.

IX. No goods must be sold to children without a written order from their parents, unless personally acquainted with the parents. Due diligence is expected to be used.

X. No salesman or lady is allowed to WARRANT any goods only our "Custom Made Shoes." All goods must be sold on their MERITS, and POSITIVELY NO MISREPRESENTATION ALLOWED.

XI. No employee is allowed to receive any money for goods charged in the office. This rule will be strictly enforced, and must not be violated under any consideration.

XII. Whilst we expect to see every employee do his duty in pleasing and suiting every customer, yet the proprietors reserve the right to assign customers to any salesman, and particularly request that the parties in charge of the Clothing, Hat, Cap and Furnishing Goods departments will wait on all customers in their departments, unless by special request of the customer and then by consent of the proprietors.

XIII. Competent stockmen will have charge of the stock upstairs, and they alone are responsible for the condition of the stock. No employee has a right to go upstairs and break a package of any kind without permission of the stockmen. This

rule will be strictly enforced. Any one violating this rule will be dismissed.

XIV. It is earnestly expected that each employee will be at his post in due time, and remain there during business hours, and only absent himself by permission. No excuse without permission will be granted only in case of sickness, and if found intoxicated during business hours they will be dismissed without further notice.

XV. No good must be sold to one party for another without a written order, and said order before it is filled, must be countersigned by one of the proprietors or bookkeeper.

XVI. Any employee MISREPRESENTING, knowingly and wilfully, any piece of goods, boots, shoes, or anything else, to induce a customer to buy, by false representation, will be looked upon as dishonest and discharged at once.

XVII. Loud and boisterous talking, using of profane language, is strictly prohibited. All disputes, if any, must be avoided in the presence of customers.

XVIII. As we employ only by the month it is earnestly expected that employees will live within their means; the salary of each employee is ready every Saturday night. Each employee can have same by calling on the bookkeeper and sign a proper voucher for it. All cash vouchers must be presented to the bookkeeper, who alone is authorized to pay them. No overdraft to the value of 10c is allowed. No voucher for less than \$1 will be accepted.

XIX. From and after this day all goods used by employees in the house, for their own use, will be charged 10 per cent. on cost.

XX. Some ill-feeling has existed owing to the bookkeeper refusing to furnish stamps, for postal usage, to employees. He alone is responsible to the house for the money and must show up any discrepancy to the amount of 3 cents.

XXI. Customers that have their preferences for salesman or saleslady must not be interfered with, only by special consent of the proprietors.

XXII. To all customers and patrons we beg leave to say that they will oblige us by reporting any inattention or discourteous treatment on the part of our employees.

Respectfully yours,
WATERMAN, STAR & CO.

Merchants, Patronize Your Home Stores.

To the Merchants of the Indian Territory:

We shall be pleased to call your attention to the following very important points why you should patronize your home store.

I. You can order your goods from our house and get the goods delivered at your door the same day.

II. It takes three days to get the same order by mail to St. Louis, and six days to get the goods delivered to you.

III. You can receive the goods ordered from us and realize a handsome profit, long before you get the goods ordered from St. Louis.

IV. You can, if your financial standing is good, get the same terms from us as you can in St. Louis or Galveston.

V. If you go to St. Louis in person it will cost you from \$75 to \$100, that money you can save at once, by sending your order to our house.

VI. You pay \$1.50 per 100 lbs freight from St. L. A piece of calico weighs 64 pounds, that is the freight on that piece of calico is 94 cents; a piece of yard-wide heavy domestic weighs 174 pounds, you pay on that piece of domestic 264 cents freight. Now, will it pay you to send off and pay this extra if you can do as well at home?

VII. We get all of our staple or heavy goods from New York to Denison for 50 per cent. per 100 pounds less than the freight from New York to St. Louis. This of itself is a sufficient guarantee that we can sell you goods as cheap as St. Louis.

VIII. All we ask of you is to give us a trial order, or if you come to this market, give us a personal call, and our word for it, you will have no cause to regret it.

Very respectfully yours,
WATERMAN, STAR & CO.

Carpet Department.

In this department we intend to carry the largest, as well as the best selected assortment outside of eastern cities. Our immense success this Spring has compelled us to buy an

entire new line for our summer trade. Parties desiring a bargain will please call early.

Higgin's Tapestry Brussels at very low prices.

Good Tapestry, \$1.00, \$1.15, \$1.20 and \$1.25.

Three Plys, all wool, lower than the lowest.

Two Plys, supers, 75, 85, 90, 95 and \$1.00.

Two Plys, 55, 60, 75 and 80 cents. Full assortment, 2-3 Wools, Cottons, Hemps, Mattings, Tapestry Rugs, Mats, Crumb Cloths, Oil Cloths, &c. A few remnants to be closed out cheap.

Do not make your purchases until you have examined our immense stock. WATERMAN, STAR & CO.

When Ordering

It will tend to obviate delays and mistakes by observing the following, namely:

1. Subscribe your Full Name, Post office, County and State.

2. State distinctly Amount of Money sent.

3. In making remittances do not enclose Money in Letters not Registered. Money should in all cases be sent by Post Office Order, Registered Letter, Express, or Draft on Denison, payable to our order. The fee for registering a letter, or procuring a Money Order, for any amount less than \$15.00, is 10c.

4. State clearly how goods should be sent—by mail, and if to be registered; by express, or by freight; if by express give name of nearest express office; if by freight, name of line, if possible.

5. When goods are ordered to be sent by mail, postage should be included in the remittance, at the rate of one cent per ounce or fraction thereof; where postage is not included in remittance we will understand that goods are to be sent per express and not accordingly, unless it appears that the charges will be excessive, in which case we will send ONLY PART of the goods, retaining money enough to pay for postage. To avoid delays, it would be advisable to send sufficient money in all cases, and any overplus will be accounted for on day after shipment.

6. C. O. D.—Orders exceeding \$10.00 in amount will be forwarded C. O. D., provided one-quarter of the amount accompany the order; please understand that the express companies charge you for returning the money, which makes this mode of forwarding goods VERY EXPENSIVE.

7. Do not mix other matter with your orders, but when desiring samples, or asking questions relative to the price of goods, etc., always use a separate sheet, signing your name and address thereon. It will also facilitate the filling of orders by writing one item on a line, thus:

2 yards dark brown Silk (bias)..... \$1.25

11-14 yards black gros grain Ribbon

No. 9..... 12

8. A lady should always sign with "Miss" or "Mrs." to enable us to address our correspondence properly.

To insure a response to all communications for information, 3-cent postage stamp should be enclosed.
WATERMAN, STAR & CO.

Spitting for Luck.

I heard of a nurse the other day, a Quakeress woman, who spat after some one had looked at the baby, in order, she explained, to avert the "evil eye." I, the Hartz district of Germany if the cows are driven before the door of which the herd must spit thrice, (Grimm.) Pliny mentions spit for luck on their banes (Grose.) A boxer, even nowadays, spits on his hands, and a smith shoeing a refractory horse takes the same precaution. Scott, in his "Discovery of Witchcraft," recommends spitting into the shoe of one's right foot to insure safety from magic. I find some instances of this in "Vestiges of Ancient Manners and Customs in Modern Italy and Sicily," by J. J. Blunt, 1823, page 164; "Human saliva was heretofore very generally used as a charm, (Pliny.) S. H. x. 32." and was thought particularly efficacious against the venom of poisonous animals. Pliny quotes some authorities to prove that the pernicious power of toads and frogs may be dissipated by this means, and serpents rendered innocuous by spitting into their mouths (S. H. x. 32.) The testimony of Varro also, cited to show that there were people in the Hellespont, near Paphlagonia, who could cure the bite of snakes by their saliva, (vii. 2.) Now, it is curious that a set of men existed in Italy to this day, called Giravoli, who profess to heal the wounds or venomous animals by their spit. They frequent the neighborhood of Syracuse, and usually assemble in numbers at Palazzuolo on the festival of St. Paul, their patron saint."—Notes and Queries.

J. W. Owens,

Atoka, Indian Ter.,

Harness and Saddle Maker,

AND DEALER IN

Harness, Side and Mens' Saddles, Leggings, Collars, Whips,

And Everything in Our Line. Any Kind of Saddle, Including "TEXAS" and "CALIFORNIA," or

Harness Made to Order on Short Notice!

Can Compete with any Texas House in Prices or Quality.

JOHN A. DILLON,

GENERAL GROCERIES,

ATOKA, - - - - - IND. TER.

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Will pay the

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For—

Hides, Furs, Wool, Deerskins, &c.

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At this Office.

To keep you posted about North Territory affairs.